

G. N. Kuruc, Jr.
Key Account Manager
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Via E-Mail
February 20, 1996

To: B. A. Cook
G. H. Moulton
D. G. Cooper
D. L. Deese
B. K. Pearson
J. F. Darcy
Sharon Schwalm

RE: Amerada Hess Corporation (Hess Mart 0353-03-00/Hess Co-Op 0353-02-00)

Ladies and Gentlemen:

During our last meeting with Hess Corporate, Stan Benarick, Senior Buyer, and Charles Iszard, Merchandising Manager requested that we establish uniformity in what Hess Field Division Offices can authorize as it relates to Headquarters authorization. Based on our meeting I have listed below a clarification of this issue:

KAM's and AM's contacting Hess Division Managers (see page 2) should cover only the following areas:

- Presentation of local promotions. I. E. Marlboro Defense in December 1995.
- Special distributions, I. E. pre-couponed product sent from Tripifoods, and Eli Witt in December.
- SME Support Programs around NASCAR and similar events.
- Maintenance of the Retail Partners Program, with no variation in the amount of displays or product facings.
- Planograming of our brands within the 32 facing parameters (16 FP/16 Savings) of the Hess Retail Partners Contract.

Hess Headquarters will control the following areas:

- Approval and signing of the Retail Partners Contract and receiving all subsequent payments.

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- Planogram approval for display location by store..
- Approval of all Retail Accrual Funded Programs.
- Handling of non-compliance issues with stores.
- Approval of carton merchandiser placement (Requests for new or replacement merchandisers should be forwarded to me, I will in turn, handle with Hess Headquarters).

Hess Division Manager Contact List

DIVISION	DIVISION MANAGER	BUSINESS CONTACT
Upstate New York	Ken Fish	Bruce Cook
New England	Moe Brooks	Sharon Schwalm
Long Island/ NYC	Gary Cherveny	George Moulton
New Jersey	Mark Lester	Nick Kuruc
Mid Atlantic	Sam Peters	Barbara Pearson
Georgia/S. Carolina	Brad Adams	Donnie Cooper
N. Florida/S. Carolina	Richard Tisch	Joe Darcy
South Florida	Jim Mills	David Deese

In summation, I would like to stress that RJR is the *Category Advisor* for Amerada Hess. Both Stan Benarick, and Charles Iszard want each of you to continue to maintain regular contact with all of their Division Managers. Adhering to the above guidelines will simply ensure uniformity in what is being presented, and ultimately authorized for implementation in stores.

If you have any questions, please call me.

As always, your assistance is greatly appreciated.

Regards,

Nick

G. N. Kuruc, Jr.

cc: M. A. Young
R. C. Farmer
P. E. Schmidt
R. L. Rissler
D. C. Turner
J. M. Piscitelli

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